

"S'MATTER POP!"

By C. M. Payne



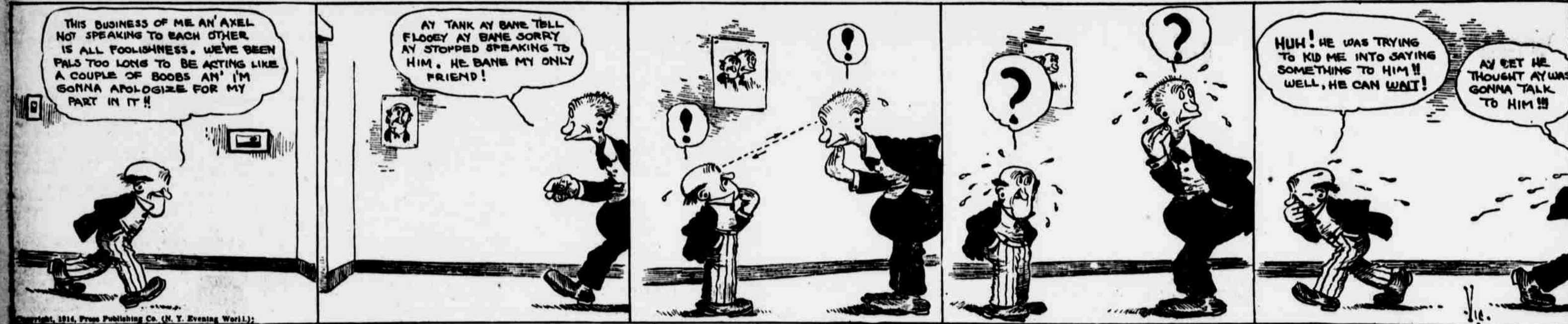
THE MARRYING OF MARY—You'll Be Tickled to Meet Mary's Young Brother.

By Thornton Fisher



FLOOEY and AXEL—Human Nature Is the Only Thing That Stands Between These Two Simps!

By Vic



Men Prefer the Painted, Overdressed Girl and Shun the Nice, Modest, Natural Girl

Letters from Both Sexes Assert That It Is Only She
Who Dolls Up to the Extreme That Receives Any
Attention from the Men of New York.

By Marguerite Mooers Marshall.

"Men DO seek the society of the painted, overdressed girl and shun the girl who is modest and natural."—The Girls.

The most interesting fact brought out in the controversy of Evening World readers over the paint-and-powder problem is that almost without exception the men and women stand arrayed against each other. According to nearly every man who has written me, he and his fellows are angry, disgusted and bored with the girl whose charms are artificial. Not a trick or wile of her escapes criticism. Her complexion, her lips, her hair, her eyelashes and eyebrows, her frocks, down to the last and latest frill, are excoriated to the taste of the severest moralist. And the modest, naturally pretty girl is hymned and haloed.

On the other hand, the young women appear convinced, even against their will, that the way to a young man's heart is through the make-up box. The cause of cosmetics is frankly championed by a few feminine correspondents, but to the majority the practice is deplorable and men are blamed for its prevalence. Rightly or wrongly, many modern girls seem to feel that the modern man doesn't want modesty and natural loveliness—that he is attracted only by spotlight complexions and costumes.

"Why should girls make up if it is to the masculine eye?" "Dear Madam: I am a young girl and naturally pretty. I do not make up in any way. I dress up-to-date, but not frantically. In the next apartment to mine there is a girl the same age who makes up and spends all her pay on clothes. She is the one that goes out at night and has many fellows calling at her house, and I sit home and embroider or read a book. That paint box certainly is very tempting and I can't blame any girl that uses it, because every girl likes to have a good time, I think I will have to use it pretty soon, to keep up to the standard. The fellows do not care for natural gifts. BROWN EYES.



think I will have to use it pretty soon, to keep up to the standard. The fellows do not care for natural gifts. BROWN EYES.

NO SHOW FOR THE MODEST, HOMELIKE GIRL. Dear Madam: In The Evening World "An Admirer of the Modest, Homelike Girl" shows, unconsciously and unintentionally, why the modest, naturally pretty girl is disappearing from New York. He says in his letter that "the majority of New York men are prone to be more attracted to the stylish coquette," which in itself explains the attitude the young girls are taking. True, he adds: "I'm almost positive that in most cases this attraction is nothing but a passing fancy."

eighteen and even sweet sixteen are anxious for a good time and a little attention, and when they see that looking like "an imitation vampire" gets them the attention they crave, they proceed to dress and act the part, without considering their future. Besides, even "An Admirer of the Modest, Homelike Girl" admits that "quite a number of marriages result from this attraction." Having a sensible mother, I am a quiet, modest girl who uses neither paint nor powder and who usually stays home while the painted girls are taken out. Although fairly well educated (I am a high school graduate), a good conversationalist, a pretty good dancer, well dressed, if never in the latest style, I am always



passed by for a girl who is not a "modest, homelike girl." Surely this in itself speaks for the amount of truth in men's assertion that they do admire "the vampire type." I, at twenty, am still waiting to be convinced that "modesty is the best policy." A DAUGHTER OF EVE. PLEA FOR THE NATURAL, SIMPLE GIRL. Dear Madam: I am a stenographer, and come in contact with various men. I know it as a fact that the men of to-day would rather be seen in public with a stylish girl who is "made up," as they say, than with a simple, neat and modest girl. I am sure it is not the girls that are to blame. Why do the girls make up and try to look attractive? Because they know the men expect it from them. Men of to-day do not seem to want the company of the simple girl. I trust it will not be long

before they realize that there is nothing sweeter than the natural, simple, modest girl. SYL.

THIS GIRL DOESN'T GET A FAIR SHOW.

Dear Madam: Why is it that the quiet girl is lacking of beaux? I am a very quiet girl, considered very pretty and of a sweet disposition, but I have no male friends. It seems that the loud, boisterous girls are the ones that the young men nowadays take to; also the ones that paint and powder are the ones that are most sought after. I do not paint nor powder, as I do not have to, nor do I believe in spoiling nature's gifts with these deadly cosmetics. I also am a girl that is not afraid of housework, in fact I enjoy doing it. Some girls of to-day absolutely refuse to even wash dishes. This I think is laziness on their part. But I see and know young girls getting married who do not know the least thing about washing, cleaning or cooking; but these are the ones who it seems get husbands. It is really discouraging. I have often had an inclination to paint and powder and to be loud and boisterous, but on second thought I have determined rather to be an old maid than to do any of these things. Will readers please tell me why it is that the good, quiet girl, who is not afraid of housework and who is anxious to make a home happy for an appreciative man, is left at home to brood? Her painted and powdered sisters can have beaux galore. DISCOURAGED.

WINS HER HUSBAND BY DOLLING UP.

Dear Madam: I am very much interested in your articles on New York's naturally pretty girls and wish to state my experience. Although still a girl, I have been married two years and have been spent his evenings in cabaret shows buying drinks for the singers. He never even bought me a hat, never used makeup until I finally grew tired of his ungainly figure and went to work for a

large business concern, where I am still employed and where I meet lots of men who all admit my beautiful complexion (purchased at a drug store) and my flashy clothes. I no longer take an interest in my home. I just simply live for a good time and to doll up. My husband now thinks I am the best woman in the world. I have met several men just as ungrateful to their wives as my husband was to me, and I often ask them: "Why do you run around with so many doll-up women when you have such a pure, sweet wife at home?" And they all seem to give me the same answer: "Well, you wouldn't care to eat the same thing day after day, would you? Then, how can you expect me to stick to the same woman?" There are 99 per cent. of the men of to-day exactly the same way, and if they don't want made-up, flashy girls, they are about time they were turning over a new leaf and trying to be on the level. E. E.

ADMITS HE PREFERS THE GIRL WHO MAKES UP.

Dear Madam: Why do girls paint and make up? Are they popular? The answer to the first question is, because they want to become more attractive to men. The answer to the second is, Yes. Betty H. is right; it's the men's fault that women paint. Why? Because men have made the pretty girl want to become more attractive. Through the stage an idea came to her. Paint! Powder! Wear flashy clothes! I'm a young, single man, and I would rather go with the average "artificial" girl than with any "modest, homelike" girl. The girl who is waiting for the latter has some wait before him, believe me, because there are so few girls of this sort that you could put them all in a two by two parlor and still have a little room left. The girls who claim the distinction of being "modest" and "homelike" are so homely that it's their last chance for a man. I'm not defending the kind of girl who just has to sneeze to be out of her clothes and has so much powder and paint on her face that you wonder if it's real or wax. But the average "artificial" girl is O. K. J. S. S.